



**Contact:** Troy Montigney | Indiana Education Savings Authority | 317.232.5259 | [tmontigney@tos.in.gov](mailto:tmontigney@tos.in.gov)

**TITLE: Outreach Coordinator**  
**Indiana Education Savings Authority (IESA)**

**Job Description:** The IESA is a quasi-government agency housed in the office of Indiana State Treasurer Kelly Mitchell and tasked with administering Indiana's Section 529 qualified tuition programs, the CollegeChoice 529 Savings Plans. The Outreach Coordinator will assist the Executive Director with day-to-day operations and marketing of all three CollegeChoice Plans (CollegeChoice Direct, CollegeChoice Advisor and CollegeChoice CD), working to grow participation and investment beyond the current 300,000 accounts and \$3.1 billion in assets under management.

**Essential Functions**

- Act as a spokesperson for the CollegeChoice Plans, both internally with existing and prospective account owners, and externally at community events;
- Represent the CollegeChoice Plans in regular engagements with public and private sector employers throughout Central Indiana and around the state;
- Develop and implement a social media engagement strategy;
- Vet new marketing opportunities and evaluate performance of ongoing initiatives;
- Research new partnerships, with an emphasis on geographic areas and demographics with low uptake;
- Fulfill marketing commitments with outside entities, including but not limited to professional sports teams and youth organizations;
- Support and act as a liaison to the Promise Indiana pilot program;
- Research development of Qualified ABLE (Achieving a Better Life Experience) Programs around the country, positioning Indiana to effectively participate in a plan or launch its own plan in 2017.

**Ideal Candidate:** The ideal candidate will have a Bachelor's Degree in Communications, Marketing or a related field, at least 2-3 years' experience in an outward-facing professional role, and the ability to write clearly and speak persuasively. Flexibility is a necessity as community outreach events often occur on evenings or weekends.

Interested applicants may direct questions to IESA Executive Director Troy Montigney at 317.232.5259. Résumé, letter of interest and professional writing samples may be submitted to [tmontigney@tos.in.gov](mailto:tmontigney@tos.in.gov).